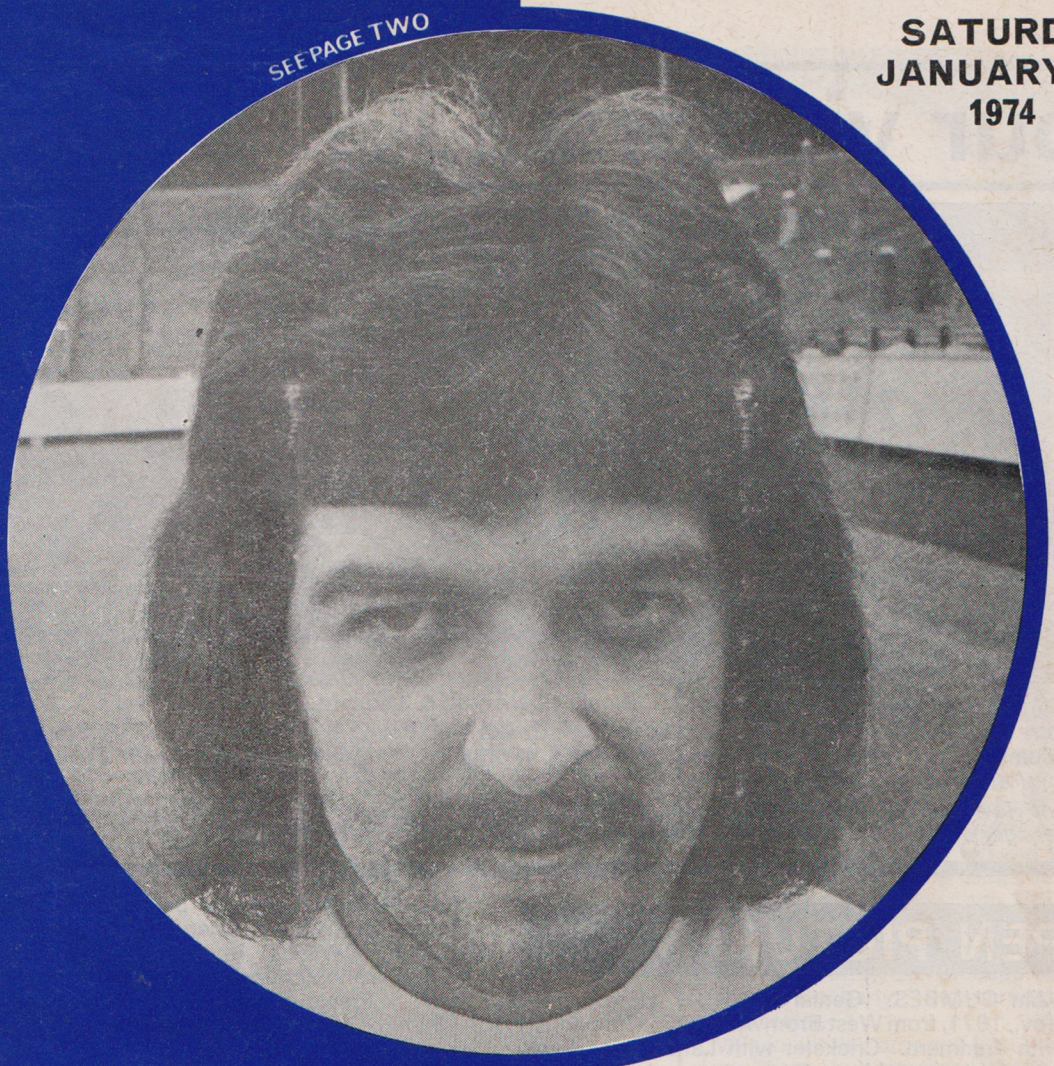
SEE PAGE TWO



SATURDAY
JANUARY 19th
1974

# PRESTON NORTH END

VERSUS

# ASTON VILLA

Official Programme
Price 7p

PRESTON NORTH END F.C.

THE CLUB AT THE HEART OF THE NEW SUPER CITY

# our visitors . . .

*Back Row* (*left to right*): R. Graydon, B. Rioch, C. Nicholl, K. Leonard, N. Rioch, A. Evans, I. Ross.

*Centre Row* (*left to right*): F. Upton (*Youth Team Coach*), M. Beard, B. Little, J. Robson, R. Stark, J. Findlay, J. Cumbes, T. Hughes, F. Turnbull, C. Aitken, S. Morgan, L. Crowther (*Reserve Team Coach*), F. Pedley (*physiotherapist*).

*Front Row* (*left to right*): R. Wylie (*Assistant Manager*), A. Little, T. Betts, J. Brown, J. Gidman, V. Crowe (*Manager*), I. Hamilton, G. Vowden, T. Hockey, B. McDonald, M. Wright.

## PEN PICTURES

1—Jim CUMBES. Genial 6/3, 13-7 giant, signed Nov., 1971, from West Bromwich Albion, previously with Tranmere. Cricketer with Lancashire, Surrey and Worcestershire. Ever-present last season. Born Liverpool.

2—John GIDMAN. Former Liverpool apprentice, signed as a pro. by Villa August, 1971. England full back in "Little World Cup" in Spain, May, 1972. In Aston Villa's winning Youth Cup team.

3—Charlie AITKEN. Versatile long-serving and dependable. Recruited August 1959 from Edinburgh junior football. League debut April 29th, 1961, at left back. Played for Scotland Under-23, 1962.

4—Bruce RIOCH. Aldershot native, brought up in Luton, joined Luton Town from school. Scored 26 goals as an inside forward Toured with F.A. team in summer 1969. Villa's first six-figure signing. 5/11, 12-7.

5—Chris NICHOLL. Former Burnley youngster, had played for Halifax and Luton when he signed for Villa in March, 1972.

6—Ian ROSS. Villa raised a few eyebrows by securing this capable mid-fielder from Liverpool in a surprise deal May, 1972.

7—Ray GRAYDON. Bristol-born qualified electrician who is often an electrifying winger. Transferred from Bristol Rovers in part-exchange deal with former North Ender Brian Godfrey.

8—Geoff VOWDEN. Born Jersey. Had spent seven years with Birmingham when signed in March 1971. Previously with Nottingham Forest.

9—Sammy MORGAN. Belfast born. Rejected after a trial with Ipswich, joined Port Vae and went to Villa Park in August 1973 two seasons later.

10—Ian HAMILTON. Nicknamed "Chico" Streatham born, can play as a forward or in midfield. Debut in Chelsea first team when 16. Transferred to Southend for £5,000, Sept., 1968, had scored 17 goals in 38 games when signed by Villa for £40,000 in June, 1969.

11—Brian LITTLE. Born County Durham. Started with Aston Villa as an apprentice and was in their team which won F.A. Youth Cup, 1972.

## FOCUS (See Front Cover)

A BIG youngster of 6ft. 2 ins., 12st. 10 lbs, mighty Mel Holden, a Scot recruited from Dundee as an apprentice in July, 1970, vies in build with such hefty Deepdale colleagues as Alan Kelly, John Bird, Graham Hawkins and Neil Young. Persevered with as attack leader, headed two vital late goals on December 29th to credit North End with their only win in the last eight matches. Made League debut at Hull a year ago.

# ASTON VILLA

WITH tradition having lost little of its ageless magic despite the turmoil of modern times no team could be more warmly welcomed back to Deepdale than their old rivals of legendary fame. If faded aristocrats at the moment Aston Villa are still world-renowned.

Original members of The League with North End and 10 others, they have spent more seasons in the premier Division than all the 52 clubs that have been in it (65 of 74 completed) except Everton, who can proudly claim 70.

North End have been playing Villa since 1885, starting with a 7-2 win at Deepdale by the then "Invincibles", and to-day's visit is their 55th in League games, Cup-ties and "friendlies". In the early years Preston was a place of good cheer for the claret and blues, in that they won six and drew one of 13 First Division matches to the turn of the century.

In recent times Deepdale has again been a happy hunting ground for our Aston visitors, who have won six (including their 1967 F.A. Cup win) and drawn seven of 16 matches since 1948. As for our away League record we hate to mention it—P49, W8, D3, L38. It includes sequences of 12 and 14 defeats.

Villa stayed in the First Division without a break or fear of relegation from 1888 until 1936, along with Blackburn Rovers—a record 44 seasons. Their honours are: six times League Champions, eight times runners up; F.A Cup winners seven times, Finalists nine times; League and Cup "double" 1897; the first League Cup winners and three times in the Final; Division Two Champions 1938 and 1960; and Third Division Champions 1972.

* * *

### MORE THAN 3,000 POINTS

ASTON VILLA in their 74 completed League seasons have gained more than 3,000 points for an average exceeding 40 a season.

| Period | Division | Seasons | Position High | Position Low | Points Best | Points Worst | Total | Average |
|---|---|---|---|---|---|---|---|---|
| **1888-1936** | **1** | **44** | ***1** | **21** | **59** | **†35** | **1831** | **41.6** |
| 1936-1938 | 2 | 2 | 1 | 9 | 57 | 44 | 101 | 50.5 |
| **1938-1959** | **1** | **14** | **6** | **21** | **47** | **30** | **577** | **41.2** |
| 1959-1960 | 2 | 1 | 1 | — | 59 | — | 59 | 59.0 |
| **1960-1967** | **1** | **7** | **7** | **21** | **44** | **29** | **261** | **37.3** |
| 1967-1970 | 2 | 3 | 17 | 21 | 38 | 29 | 104 | 34.7 |
| 1970-1972 | 3 | 2 | 1 | 4 | 70 | 53 | 123 | 61.5 |
| 1973-1974 | 2 | 1 | 3 | — | 50 | — | 50 | — |
| | | **74** | | | | | **3106** | **42.0** |

*—Six times. †—Since 42 games per season.

## MANAGER

VIC CROWE, who has just completed four years in charge at Villa Park, proved himself a fighter in making more than 250 appearances for Aston Villa as a wing half and 16 for Wales before leaving to become Peterborough's player-coach 1962.

He needed these qualities to sort out the wreckage left when the revival inspired by his predecessor, Tommy Docherty, boomeranged into disaster.

Villa inevitably dropped into Division Three but emerged from it triumphantly two years later as impressive Champions.

Their success reflected their new manager's resolute approach to his inheritance of one of the toughest jobs in football.

An early return to the First Division seemed a likely sequel but ambition has had two setbacks.

## KEEP OFF

Please do not damage the advertisements facing the pitch or obscure them, and KEEP OFF THE GRASS. The playing area must be kept clear of spectators. Needless damage is done when supporters go on to it. THIS MUST CEASE, otherwise well-behaved youngsters as well as offenders may be penalised. You can cheer from the terraces.

## Record Requests

Supporters wishing to have a record played in the pre-match or half time entertainment spots over the public address system should send their requests to the Secretary, Deepdale, Preston, marking their envelope in the bottom left hand corner "D.J."


KEEP THIS COUPON IT MAY HELP YOU OBTAIN A TICKET FOR AN IMPORTANT MATCH

VOUCHER

14

PRESTON NORTH END F.C.

# CHARIT

HAVING written before about our not too pleasing away form, it is nice to come home having gained what I believe was a well won, hard fought-for professional point at Bristol City last Saturday.

It was pleasing for the fact that, having the week previously very disappointingly lost to Fulham in the F.A. Cup, the players themselves were disappointed and put it right the only way they could by the hard work and determination they showed against Bristol City.

Although they made a draw, and could possibly have won the match, I hope it is the start of a period when we can look forward to getting some points to put us in a more favourable position in the Second Division.

* * *

HOW do you get out of a bad spell? It is quite easy to talk of crisis, although we have not been in a crisis. Our form has not been good, that is obvious; but as in all walks of life when you hit a bad patch you work harder; you put that little bit more into it than you possibly otherwise would. If this happens, normally you find the breaks come your way.

**PRESTON NORTH END**
**FOOTBALL CLUB LIMITED**
**DEEPDALE, PRESTON PR1 6RU**
*Telephone:* Preston 53818/9

| | |
|---|---|
| *Chairman:* | Alan R. W. Jones, F.R.I.C.S., J.P. |
| *Vice-Chairman:* | A. Cyril Pilkington, A.I.C.S., F.Inst.F.F |
| *Directors:* | Robert B. Bolton<br>Gerald Brown<br>Thomas H. Gore<br>Edward Griffith, B.V.Sc., M.R.C.V.S.<br>Trevor J. Hemmings<br>Michael Johnson, F.C.A.<br>James Wilde, M.B E. |
| *Manager:* | Bobby Charlton, C.B.E. |
| *Assistant Manager* | Jack Crompton |
| *Secretary:* | Eric Knight, A.C.A. |
| *Commercial Manager:* | Fred Badham |
| *Financial Secretary:* | Cecil H. Maymon, F.C.A. |
| *Hon. Medical Officer:* | Dr. W. Niman. |
| *Programme Editor:* | Walter Pilkington |


Go for Goal — Go for

**Garratt Son & Flowerdew Ltd.**

INCORPORATED INSURANCE BROKERS

G S & F
INCORPORATED INSURANCE BROKERS

**Insurance Brokers to**
**Preston North End Football Club**

**Head Office: 7 Winckley Square, Preston**
**Preston 51841/9 Telex 67648**

**and at Globe Chambers, Edward Street,**
**Blackpool. Blackpool 21528/9**

# ON CHAT

Usually there is a turning point and I think we possibly reached it last week at Bristol City. We feel we now have the basis to defend easily enough; what we have to do now is to turn this into forward play and get some goals.

The visit of Aston Villa to-day gives us that opportunity. Their team certainly turn out to play attractive football and are well known for being fair. If you are going to have a good game, my players will testify that they have looked forward to this match for a long time.

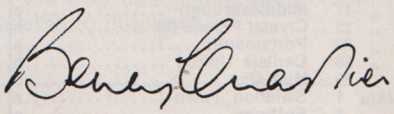
* * *

IT IS great to welcome an attractive club like Aston Villa and, although it was not in my time at Deepdale my players will want to erase their 0-1 defeat of last year.

In my first match in the Second Division North End played Aston Villa. It was at the beginning of the season when everyone was very fit and very fast. I think at that particular time the Villa were probably favourites to go back into the First Division.

Some of their followers will have been disappointed by their recent performances, but we will have to be on our guard; once a team has reached a certain height they at least know what they are capable of, so we must be prepared this afternoon for a tough and difficult match.

It will be a match between two traditional and historic clubs in the Football League. Let us hope that the performances of both teams will show why these reputations and good names have been achieved.




**SPORTS GOODS FOR EVERY SPORT**

CRICKET : FOOTBALL : HOCKEY

SCOUT and GUIDE SUPPLIES

*Official suppliers*
*to Preston North End F C*

***Willie Cunningham Sports Ltd.***

**47 Church Street, Preston**
opposite Grimshaw Street

**Telephone 57322**

BADMINTON : GOLF : ATHLETICS

Badminton repairs & restrings


*President:* N. Buck

*Vice-Presidents:*

| | |
|---|---|
| H. Cartmell | W. Mercer |
| T. F. Charnley | T. C. Nicholson, J.P., F.I.O.B. |
| T. Finney, O.B.E., J.P. | W. Shorrock, M.B.E. |
| A. Harrison, B.E.M. | Dr. A. R. Wood |

**HONOURS**

**League: First Division**
**Champions** 1889 1890
Runners-up: 6 times

**League: Second Division**
**Champions**
1904 1913 1951
Runners-up: Twice

**League: Third Division**
**Champions** 1971

**F.A. Cup Winners**
1889 1938

**F.A. Cup Finalists**
1888 1922 1937 1954 1964

**War Cup Winners**
1941

**F.A. Charity Shield Finalists**
1938

**F.A. Youth Cup Finalists**
1960

# First Team Record

## DIVISION TWO 1973-74

| 1973–74 | Opponents | | Rslt. | Pts | Gate | 72-3 |
|---|---|---|---|---|---|---|
| Aug. 25 | Aston Villa | a | 0–2 | 0 | 28861 | 1–1 |
| „ 29 | **Bolton W. (LC1)** | a | **1–1** | – | **17101** | – |
| Sept. 1 | Swindon Town | h | 1–1 | 1 | 12034 | 1–1 |
| „ 3 | **Bolton W. (LC1 replay)** | h | **0–2** | – | **18571** | – |
| „ 8 | Hull City | a | 0–1 | 0 | 7009 | 2–6 |
| „ 11 | Millwall | h | 2–0 | 2 | 10325 | 1–0 |
| „ 15 | Bristol City | h | 1–1 | 1 | 10790 | 3–3 |
| „ 18 | West Bromwich Albion | a | 2–0 | 2 | 11822 | — |
| „ 22 | Nottingham Forest | a | 1–1 | 1 | 12598 | 1–0 |
| „ 29 | Portsmouth | h | 2–1 | 2 | 10690 | 0–5 |
| Oct. 1 | West Bromwich Albion | h | 3–1 | 2 | 15419 | — |
| „ 6 | Fulham | a | 0–0 | 1 | 10520 | 3–1 |
| „ 13 | Sunderland | h | 1–0 | 2 | 21747 | 1–3 |
| „ 20 | Notts County | a | 1–2 | 0 | 12479 | — |
| „ 22 | Millwall | a | 1–5 | 0 | 7625 | 1–4 |
| „ 27 | Cardiff City | h | 2–2 | 1 | 12050 | 0–0 |
| Nov. 3 | Orient | a | 2–2 | 1 | 12484 | 2–1 |
| „ 10 | Blackpool | h | 1–3 | 0 | 21580 | 0–3 |
| „ 17 | Oxford United | a | 1–1 | 1 | 6750 | 2–0 |
| „ 24 | Luton Town (1) | h | 2–2 | 1 | 10279 | 2–0 |
| Dec. 8 | Bolton Wanderers | h | 2–1 | 2 | 14715 | — |
| „ 11 | Middlesbrough | a | 0–3 | 0 | 23980 | 0–0 |
| „ 15 | Crystal Palace (2) | h | 1–1 | 1 | 9121 | — |
| „ 22 | Portsmouth | a | 0–3 | 0 | 13957 | 1–0 |
| „ 26 | Carlisle United | h | 0–1 | 0 | 11446 | 1–0 |
| „ 29 | Hull City | h | 2–0 | 2 | 10050 | 1–0 |
| Jan. 1 | Swindon Town | a | 1–3 | 0 | 8299 | 2–3 |
| „ 5 | **Fulham** | a | **0–1** | – | **6937** | — |
| „ 12 | Bristol City | a | 0–0 | 1 | 11450 | 1–2 |
| „ 19 | Aston Villa | h | | | | 0–1 |
| „ 26 | F.A. Cup (4) | | | | | — |
| Feb. 2 | Crystal Palace | a | | | | — |
| „ 9 | Nottingham Forest | h | | | | 2–1 |
| „ 16 | Sunderland (5) | a | | | | 0–0 |
| „ 23 | Fulham | h | | | | 0–3 |
| Mar. 2 | Carlisle United (LCF) | a | | | | 1–6 |
| „ 9 | Cardiff City (6) | a | | | | 0–3 |
| „ 16 | Notts County | h | | | | — |
| „ 23 | Blackpool | a | | | | 0–2 |
| „ 30 | Orient (SF) | h | | | | 0–0 |
| April 6 | Luton Town | a | | | | 0–1 |
| „ 12 | Sheffield Wednesday | h | | | | 1–1 |
| „ 13 | Oxford United | h | | | | 0–1 |
| „ 15 | Sheffield Wednesday | a | | | | — |
| „ 20 | Bolton Wanderers | a | | | | — |
| „ 27 | Middlesbrough | h | | | | 0–1 |

**First Team Goals :** (League Cup) 1-Young.

(League) 29 Bruce 9 Young 7 (2 pens) Holden 4 Burns 3 Williams 1 McMahon 1 Baxter 1 Spark 1 Sadler 1

## SECOND TEAM — CENTRAL LEAGUE

| 1973–74 | Opponents | | Rslt. | Pts |
|---|---|---|---|---|
| Aug. 25 | Derby County | h | 2–0 | 2 |
| „ 27 | Burnley | h | 0–1 | 0 |
| Sept. 1 | Bury | a | 2–2 | 1 |
| „ 8 | Liverpool | h | 3–2 | 2 |
| „ 14 | Manchester City | a | 3–3 | 1 |
| „ 17 | West Bromwich Albion | h | 3–0 | 2 |
| „ 22 | Blackpool | h | 1–2 | 0 |
| „ 29 | Leeds United | a | 0–2 | 0 |
| Oct. 6 | Coventry City | h | 1–1 | 1 |
| „ 13 | Sheffield United | a | 0–1 | 0 |
| „ 16 | Derby County | a | 1–1 | 1 |
| „ 20 | Bolton Wanderers | h | 1–3 | 0 |
| „ 27 | Newcastle United | a | 0–1 | 0 |
| Nov. 3 | Everton | h | 0–5 | 0 |
| „ 10 | Manchester United | a | 1–0 | 2 |
| „ 24 | Stoke City | a | 2–2 | 1 |
| „ 27 | Sheffield Wednesday | a | 1–2 | 0 |
| Dec. 8 | Nottingham Forest | a | 1–2 | 0 |
| „ 29 | Blackpool | a | 0–2 | 0 |
| Jan. 1 | Bury | h | 1–2 | 0 |
| „ 5 | Burnley | a | 0–2 | 0 |
| „ 12 | Manchester City | h | 4–3 | 2 |
| „ 19 | Liverpool | a | | |
| „ 26 | Sheffield Wednesday | h | | |
| Feb. 2 | Leeds United | h | | |
| „ 5 | Huddersfield Town | a | | |
| „ 9 | Coventry City | a | | |
| „ 16 | Sheffield United | h | | |
| „ 23 | Wolverhampton Wanderers | a | | |
| Mar. 2 | Blackburn Rovers | h | | |
| „ 9 | Newcastle United | h | | |
| „ 16 | Bolton Wanderers | a | | |
| „ 23 | Manchester United | h | | |
| „ 30 | Everton | a | | |
| April 6 | Stoke City | h | | |
| „ 13 | Aston Villa | a | | |
| „ 15 | West Bromwich Albion | a | | |
| „ 20 | Nottingham Forest | h | | |
| | Aston Villa (postponed) | h | | |
| | Huddersfield Town (postponed) | h | | |
| | Blackburn Rovers (postponed) | a | | |
| | Wolverhampton W. (postponed) | h | | |

**First team appearances** (26 League matches)

| | | | |
|---|---|---|---|
| McMahon 26 | McNab 17 | Sadler 9 | Treacy 5 |
| Burns 26 | Holden 15 | Snookes 9 | Kelly 5 |
| Bruce 25 | Baxter S. 14 | Lamb 8 | Spavin 4 |
| Young 21 | Brown 14 | Coleman 6 | Morley 2 |
| Hawkins 21 | Bird 13 | Williams 6 | Hudson 1 |
| Stiles 19 | Spark 11 | Healey 6 | Wilson 1 |

## DIVISION TWO 1973-74 (up to January 12th)

| | P. | W. | D. | L. | F. | A. | Pts. |
|---|---|---|---|---|---|---|---|
| Middlesbrough | 25 | 15 | 9 | 1 | 35 | 15 | 39 |
| Orient | 26 | 12 | 10 | 4 | 42 | 24 | 34 |
| Luton Town | 25 | 12 | 7 | 6 | 35 | 30 | 31 |
| Carlisle United | 25 | 12 | 6 | 7 | 37 | 28 | 30 |
| West Bromwich Albion | 26 | 11 | 8 | 7 | 32 | 25 | 30 |
| Blackpool | 26 | 10 | 9 | 7 | 35 | 26 | 29 |
| Nottingham Forest | 25 | 9 | 10 | 6 | 33 | 23 | 28 |
| Notts County | 24 | 10 | 7 | 7 | 37 | 36 | 27 |
| Hull City | 26 | 7 | 12 | 7 | 26 | 27 | 26 |
| Portsmouth | 24 | 10 | 6 | 8 | 31 | 35 | 26 |
| Sunderland | 25 | 8 | 8 | 9 | 30 | 25 | 24 |
| Aston Villa | 25 | 7 | 10 | 8 | 26 | 25 | 24 |
| Bristol City | 26 | 9 | 6 | 11 | 25 | 30 | 24 |
| Fulham | 25 | 8 | 8 | 9 | 20 | 24 | 24 |
| Cardiff City | 26 | 7 | 9 | 10 | 29 | 35 | 23 |
| **Preston North End** | 26 | 7 | 10 | 9 | 29 | 37 | 23 |
| Millwall | 25 | 7 | 8 | 10 | 30 | 31 | 22 |
| Bolton Wanderers | 25 | 8 | 5 | 12 | 23 | 26 | 21 |
| Oxford United | 25 | 6 | 9 | 10 | 25 | 31 | 21 |
| Sheffield Wednesday | 25 | 5 | 8 | 12 | 24 | 33 | 18 |
| Cwindon Town | 25 | 5 | 6 | 14 | 22 | 39 | 16 |
| Srystal Palace | 26 | 3 | 9 | 14 | 20 | 41 | 15 |

## CENTRAL LEAGUE (up to January 12th)

| | P. | W. | D. | L. | F. | A. | Pts. |
|---|---|---|---|---|---|---|---|
| Liverpool | 24 | 16 | 6 | 2 | 47 | 15 | 38 |
| Everton | 26 | 15 | 7 | 4 | 51 | 21 | 37 |
| Blackpool | 23 | 14 | 5 | 4 | 37 | 20 | 33 |
| Aston Villa | 24 | 10 | 10 | 4 | 26 | 20 | 30 |
| Coventry City | 24 | 11 | 7 | 6 | 37 | 33 | 29 |
| Wolverhampton Wand'rs | 23 | 11 | 6 | 6 | 35 | 27 | 28 |
| Sheffield United | 23 | 10 | 6 | 7 | 37 | 27 | 26 |
| Manchester United | 23 | 9 | 7 | 7 | 25 | 22 | 25 |
| Derby County | 22 | 9 | 6 | 7 | 32 | 24 | 24 |
| West Bromwich Albion | 24 | 9 | 6 | 9 | 33 | 28 | 24 |
| Sheffield Wednesday | 21 | 8 | 7 | 6 | 35 | 26 | 23 |
| Manchester City | 25 | 8 | 6 | 11 | 47 | 44 | 22 |
| Blackburn Rovers | 22 | 8 | 6 | 8 | 28 | 28 | 22 |
| Bolton Wanderers | 25 | 8 | 6 | 11 | 37 | 44 | 22 |
| Stoke City | 21 | 8 | 5 | 8 | 28 | 28 | 21 |
| Nottingham Forest | 23 | 5 | 10 | 8 | 28 | 40 | 20 |
| Burnley | 25 | 7 | 3 | 15 | 26 | 44 | 17 |
| Leeds United | 24 | 4 | 9 | 11 | 21 | 40 | 17 |
| Newcastle United | 22 | 5 | 6 | 11 | 30 | 32 | 16 |
| **Preston North End** | 22 | 5 | 5 | 12 | 27 | 39 | 15 |
| Bury | 23 | 5 | 3 | 15 | 28 | 69 | 13 |
| Huddersfield Town | 23 | 3 | 4 | 16 | 22 | 46 | 10 |

PRESTON NORTH END FOOTBALL CLUB . DEVELOPMENT ASSOCIATION

# AGENTS **ONLY** FAMILY HOLIDAYS FOR 1974

**Monday, 4th March to Monday, 11th March**

## 7 DAYS IN TORREMOLINOS (Costa del Sol)

**£48.** All inclusive Adult. 10% reduction under 12.

**110 seats only available.** **From Luton Airport**

---

**Saturday, 4th May to Saturday, 11th May**

## 7 DAYS IN SOUTHPORT 'Football Family Week'

**£13** for a family of three — each additional person £3. (Under 2 years of age free). Plus 50p coach fare per person. Self-catering, but all meals available to purchase.

**84 Flatlets only available.**

---

**Monday, 13th May to Monday, 27th May**

## 14 DAYS IN CALA MESQUIDA, MAJORCA

**Adults £67. Children £57.** Plus any supplements for special accommodation (Details as per brochure).

**50 seats only available** **From Manchester Airport**

---

**Friday, 17th May to Friday, 31st May**

## 14 DAYS IN TORREMOLINOS (Costa del Sol)

**Adults £90. Children £77.** Plus any supplements for special accommodation (Details as per brochure).

**50 seats only available.** **From Manchester Airport**

---

**Wednesday, 6th Nov. to Wed., 21st Nov.**

## 14 DAYS IN THE CARIBBEAN, Isle of St. Lucia

**Adults £125.** 15% reduction for child travelling with 2 adults.

**A very limited number only available.**

**From Gatwick Airport**

---

Please fill in your FULL Name, Address, Agent's Number, and Members of the Family in BOLD BLOCK LETTERS with heading '7 days Torremolinos', '14 days Cala Mesquida' etc. together with £7.00 deposit per person booking

Closing date for bookings, Saturday, 26th January

*SAVINGS SCHEME IN OPERATION FOR YOUR CONVENIENCE*

This Holiday Scheme is **available to Agents and their families only**

**ALL HOLIDAYS "DEEPDALE — BACK TO — DEEPDALE"**

# PAYNES PNE PICTURES

Mel Holden, P.N.E's young striker, in action at Fulham.

Tony Morley gets in a shot against Fulham

# 25 YEARS AGO

by WALTER PILKINGTON

**1948-49** THE NEW YEAR lightened the gloom of threatened relegation through a 2-1 home win against Newcastle United on January 1st, getting the team away from the foot of the First Division if, as events proved, only temporarily. One did not need to look far for the main reason: Tom Finney made a welcome return after being absent for six weeks and his mere presence galvanised his disheartened, rather than downcast, colleagues.

Malcolm Newlands

Recently the team had shown much of the tough, fiery spirit put into less determined types by the recall of red-headed Willie Robertson, small but sturdy and compact, who continued to play well enough to hold his regained place at wing half for the remainder of the season.

Beating Newcastle was no mean feat as the pride of Tyneside, second from the top, were challenging Portsmouth for the Championship. The North Enders who did it were Newlands, Bill Brown, Walton; Horton, Waters, Robertson; Finney, Bob Beattie, Morrison, Knight and Langton.

It was much too competent a side, in the opinion of many people in the game, to go down, granted that the undoubted skill in the forward line was somewhat offset by the lack of stability in industrious rather than solid half backs who betrayed defects under stress. So, for that matter, did the three defenders behind them, hence a succession of erratic performances.

On this important occasion, however, mercurial "Paddy" Waters, rising to a challenge, played one of his best games to obliterate a centre forward of Jackie Milburn's stature and penetrative power. Thus blunted in the main striking point the "Geordies" were reduced to little more than average level in an evenly-fought, absorbing tussle.

Even so, North End's sustained bid for mastery did not bring the desired result until five minutes from the finish, when sharpshooting outside left Bobby Langton, who had scored their first goal, snapped up another chance to get a thrilling decider.

(*to be continued*)

## *Flashback*

TWICE in the last three seasons the luck of the fixture-making has decreed an opening match with Aston Villa for North End. Two years ago, back in Division Two and bent on going right through to more fitting company for this famous club, they scored the only goal produced by a grim scrap at Deepdale.

It followed the pattern of their four previous matches with North End—two draws (1-1 and 0-0) at Preston and 0-0 and 2-0 (home win) at Villa Park.

When the battle was renewed this season Aston Villa were the home team in the opening match and won a fine struggle by 2-0, so that they come here once more questing for a double. The odds appear to be in their favour but let us not forget that while North End drew or lost in the last seven games they won both by 1-0 in 1968-69.

*Why not join—*

**PRESTON NORTH END SUPPORTER'S CLUB**

"THE BEST IN THE NORTH WEST"

OPEN SEVEN DAYS PER WEEK

Enjoy top class entertainment and the excellent facilities of our Luxury Club

- ★ Dancing
- ★ Resident organist, drummer and compere
- ★ Bingo (Sunday, Wednesday and Friday evenings and Sunday lunchtime—3 big jackpots played for at each session)
- ★ First class cabaret shows
- ★ Excellent catering facilities every evening and on match days
- ★ Colour T.V. in Cocktail lounge for sporting coverage only
- ★ Big match film shows
- ★ Entertainment to suit all tastes

Membership is now open so hurry along and join—Unbeatable value at 82p per year

# OUR DIVISION

DID you notice the rarity of not a single home win in last Saturday's 10 Second Division matches? Nothing comparable has happened since Christmas Day, 1937, when there were five draws and four away wins in nine Third Division (Northern Section) games.

Last week-end Cardiff City scored the only goal at Fulham, West Bromwich gained a shock 4-1 win on Nottingham Forest's ground and eight teams, among them North End, earned a point on their travels. Middlesbrough's draw at Villa Park extended their unbeaten run to 23.

Carlisle, Wednesday, Forest and Albion contributed nine goals to a total of only 16. Eight teams failed to score. Another eight had to be content with singles. The ten playing at home got six between them!

Summary to January 12th, 1974 incl.

| | | | | |
|---|---|---|---|---|
| **MOST** | **wins 15**<br>Middlesbro' | **defeats 14**<br>C. Palace<br>Swindon T. | **goals for 42**<br>Orient | **against 41**<br>C. Palace |
| **FEWEST** | **wins 3**<br>C. Palace | **defeats 1**<br>Middlesbro' | **goals for 20**<br>Fulham<br>C. Palace | **against 15**<br>Middlesbrough |

**PROGRESS CHART**

| Positions on | Sept 22 | Oct. 27 | Nov 24 | Dec 1 | Dec 15 | Dec 29 | Jan 5 | Jan 12 |
|---|---|---|---|---|---|---|---|---|
| Bristol City | 1 | 4 | 9 | 10 | 9 | 12 | 14 | 13 |
| Aston Villa | 2 | 2 | 4 | 5 | 12 | 14 | 13 | 12 |
| Nott'm. Forest | 3 | 9 | 3 | 4 | 7 | 5 | 5 | 7 |
| Fulham | 4 | 15 | 14 | 14 | 14 | 10 | 11 | 14 |
| Middlesbrough | 5 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Orient | 6 | 3 | 2 | 2 | 3 | 2 | 2 | 2 |
| Luton Town | 7 | 6 | 5 | 6 | 2 | 3 | 3 | 3 |
| Bolton Wdr's | 8 | 20 | 20 | 20 | 17 | 18 | 18 | 18 |
| Cardiff City | 9 | 19 | 18 | 17 | 18 | 16 | 17 | 15 |
| Sunderland | 10 | 12 | 12 | 8 | 8 | 11 | 12 | 11 |
| **Preston N.E.** | 11 | 8 | 13 | 13 | 13 | 15 | 15 | 16 |
| Millwall | 12 | 17 | 16 | 16 | 15 | 17 | 16 | 17 |
| Blackpool | 13 | 11 | 7 | 9 | 5 | 6 | 6 | 6 |
| Notts County | 14 | 5 | 6 | 3 | 4 | 8 | 8 | 8 |
| West Brom. A. | 15 | 14 | 10 | 7 | 6 | 4 | 7 | 5 |
| Portsmouth | 16 | 13 | 15 | 15 | 15 | 13 | 10 | 10 |
| Sheffield Wed. | 17 | 16 | 19 | 19 | 20 | 20 | 20 | 20 |
| Swindon Town | 18 | 21 | 21 | 21 | 21 | 21 | 21 | 21 |
| Carlisle United | 19 | 7 | 8 | 11 | 10 | 7 | 4 | 4 |
| Oxford United | 20 | 18 | 17 | 18 | 19 | 19 | 19 | 19 |
| Hull City | 21 | 10 | 11 | 12 | 11 | 9 | 9 | 9 |
| Crystal Palace | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 |


***The Striker that always Scores—***

when you get

LUMBAGO, NEURITIS, SCIATICA, FIBROSITIS, NEURALGIA,
STIFF JOINTS, MUSCULAR ACHES AND PAINS

**fieryjack**

Make sure you see the match next week by using Fieryjack Ointment available from chemists everywhere at **22p** a tin.

**5p** *Preston North End Development Association* **5p**

**FOR THE BEST 6 - JOIN US**

ALL DETAILS PHONE PRESTON 56500 or 50894

1. FREE MEMBERSHIP TO SUPPORTERS CLUB
2. 10% BONUS ON ALL WINNING TICKETS OVER £2
3. 10% COMMISSION ON ALL SALES
4. COMPLIMENTARY TICKETS
5. REBATE ON SEASON TICKETS
6. PONTINENTAL HOLIDAYS

**GOLDEN GOAL**

Have you got your ticket for to-days match?

I want to be a P.N.E. Agent
(I am over 16 years of age)

NAME

ADDRESS

Tickets Required (Sale or Return Basis)
Hand in to P.N.E. office or development office

**REDIFFUSION LTD. supply the public address system at Deepdale.**

# SNAP SHOTS

A FAN, bewildered by Leeds United's steamroller assault on long lasting First Division records asks what else, if anything, lies in this super-team's path? Don Revie's remarks after Leeds in winning the League Championship title in 1968-69 with a record 67 points and only two defeats offer a clue.

No other First Division team had ever avoided defeat in 40 of 42 matches in one season: Revie said he doubted whether it would ever be done again.

Thus Leeds United can try to scale the Everest of going through a season unbeaten. It has been done only twice, with many fewer than 42 games played:

| | *P.* | *W.* | *D.* | *L.* | *F.* | *A.* | *Pts.* |
|---|---|---|---|---|---|---|---|
| Preston N. E. | 22 | 18 | 4 | 0 | 74 | 15 | 40 |
| Liverpool | 28 | 22 | 6 | 0 | 77 | 18 | 50 |

North End achieved the feat in 1888-89 to become the League's first Champions. Their high percentage of points has never been equalled in any Division. In the same season "The Invincibles" won the F.A. Cup.

Liverpool's record was achieved in winning the Second Division Championship in their first League season, 1893-94.

* * *

LEEDS hold the record for the longest League run without defeat (34), but it was spread over two seasons, from Oct. 26th, 1968 to August 26th, 1969.

Within their sights is Liverpool's League record of 28 from the start of a season (1893-94). Leeds need four to beat it. The longest sequence during ONE season is Burnley's 30 in 1920-21 after losing their first three matches. Revie has his eyes on that too, but insists on tackling one hurdle at a time!

## ASTON VILLA QUIZ

1—WHICH rare feat was first achieved by Preston North End and Aston Villa?
2—HOW many times have Villa won the F.A. Cup?
3—HOW long since their sixth and last League Championship win?
4—WHAT was their biggest humiliation at Deepdale?

**QUIZ ANSWERS**

1—WINNING the League title and F.A. Cup double.
2—A record seven times.
3—THEY have not been League Champions since 1910. Five of their triumphs were between 1893 and 1900.
4—In a challenge match in 1887 the North End "Invincibles" caused a sensation by beating the Villa's full Cup winning team by 11-1.


**Col. Sanders' Recipe**

# Kentucky Fried Chicken

**WILL YOU BE 'KENTUCKY LUCKY' ?**

Two lucky winning numbers will be announced on the loud speakers at half time (four at Cup Games). The lucky programme holders will each receive a voucher for a Party Barrel containing 22 pieces of finger licken' good chicken.

Winners should collect vouchers from the Secretary's Office, immediately after the 'final whistle'. Vouchers can be redeemed at any Kentucky Fried Chicken store in Great Britain.

**LUCKY NUMBER**

*or right here in Preston at . . .*

№ 00571

92 FISHERGATE

REGD MARK

*Telephone 54574*

# Dorman Smith are proud to be part of Preston

Now the largest industrial company with headquarters in the town and, like Preston, still expanding.
The Dorman Smith Group is renowned the world over for the following product ranges:-

**SWITCHGEAR AND SWITCHBOARDS**
**H.R.C. CARTRIDGE FUSE LINKS,**
**MOTOR CONTROLGEAR,**
**ELECTRICAL ACCESSORIES**
**ROAD HAZARD WARNING EQUIPMENT**

**Dorman Smith**

**Dorman Smith Group of Companies**
Atherton Works, Blackpool Road, Preston PR2 2DQ
Telephone: Preston 728271 (15 lines)

# travel trail

Here is your RAC route to our away game at

## CRYSTAL PALACE

on Saturday, 2nd February, 1974

PRESTON

Join M6 at most convenient intersection (Note: Mileage starts at intersection 31, Samlesbury).

M6 south and M6/M1 Midlands Link then M1 south to intersection 2, Five Ways Corner, Hendon, North London, junction with A1/A41 208 miles

A41 (follow "West End" signs) to A406 North Circular Road at Brent Flyover and A406 westbound to Chiswick roundabout junction A205 216 miles

A205 (South Circular Road) to junction A23 225 miles

A23 (Right) along Streatham Hill and Streatham High Road, left at William IV Hotel along Green Lane, Parchmore Road and High Street. Across Grange Road and into Whitehorse Lane to Crystal Palace ground SOUTH NORWOOD 230 miles

**Supporters wishing to travel to the above match should contact Mr. Tom Moorby in the Supporters' Club as soon as possible. Depart for Victoria Coach Station 07.30 hrs. Price £2.05 (Adults). Child £1.23.**

## FIRST GOAL SWEEP

| | | | | |
|---|---|---|---|---|
| H2 | H6 | H10 | V4 | V8 |
| H3 | H7 | H11 | V5 | V9 |
| H4 | H8 | V2 | V6 | V10 |
| H5 | H9 | V3 | V7 | V11 |

CUT OUT FOR YOUR OWN GROUP SWEEP

## SUPPORTERS' CLUB

**FORTHCOMING ENTERTAINMENT**

January

19 (Saturday) Triangle —Cabaret Group.
20 (Sunday) Johnny Bryon — T.V. Comedy.
24 (Thursday) Edge Hogg — Show Group.
26 (Saturday) Chuck and The Young Ones — Cabaret Group.
27 (Sunday) Honey Christian Duo.
31 (Thursday) Funny Bone — Group.

February

2 (Saturday) Hi Harmony — Group.
3 (Sunday) Nev Goodwin — Comedy Impressions.
7 (Thursday) Peter Cowap — Guitar Vocalist — Ex Herman Hermits.
9 (Saturday) Tin Foil — Group.

**North End** know the right way to travel . . . . . by

**RIBBLE**

Associated with the National Bus Company

why not follow their lead and

CATCH A COACH

*EXCURSIONS TO ALL AWAY MATCHES*

*CHARTER? WE'VE COACHES FOR HIRE AT THE DROP OF A CHAT*

If you have a travel problem come to the people who know how to solve it . . .

RIBBLE TRAVEL CORNER
70/72 Lancaster Road, Preston phone 53021

Mather for Print
Mather for Print
Mather for Print
Mather for Print
Mather for Print
Mather for Print
Mather for Print
Mather for Print

**BARTON MOTORS (PRESTON) LTD**

**CORPORATION STREET** **Phone 54664**

*Start the Season with a Bang!*

Bring this programme during January and benefit from the following:-

NEW & USED CARS
10% reduction on all car sales.

PARTS & ACCESSORIES DIVISION
15% discount on car accessories, radios, tyres etc., during above period.

SERVICE DEPARTMENT
10% reduction on normal services.

*The Big Vauxhall & Bedford Distributors*

League Division II - Deepdale - JANUARY 19th, 1974

| PRESTON NORTH END<br>Shirts - White | | ASTON VILLA<br>Shirts - Claret and Light Blue |
|---|---|---|
| John BROWN | 1 | Jim CUMBES |
| John McMAHON | 2 | John GIDMAN |
| Jim McNAB | 3 | Charlie AITKEN |
| David SADLER | 4 | Bruce RIOCH |
| Stuart BAXTER | 5 | Chris NICHOLL |
| John BIRD | 6 | Ian ROSS |
| Ray TREACY | 7 | Ray GRAYDON |
| Graham HAWKINS | 8 | Geoff VOWDEN |
| Mel HOLDEN | 9 | Sammy MORGAN |
| Francis BURNS | 10 | Ian HAMILTON |
| Alec BRUCE | 11 | Brian LITTLE |
| | 12 | |

## REFEREE

**W. J. GOW (Swansea)**
Experienced William John Gow has been a League referee for ten years. Progressed through Swansea and Welsh leagues and the London Combination. International referee six times. A schoolmaster.

LANCASHIRE EVENING FOOTBALL POST

## LINESMEN

Red Flag—
**R. Bridges** (Deeside, Flints.)

Yellow Flag—
**C. B. Wade** (Leeds)

## TODAY'S MATCH BALL DONOR—
## MATTHEW BROWN & COMPANY LIMITED - LION ALES

## SCORE BOARD

| | | | |
|---|---|---|---|
| A Bolton Wdrs.<br>Bristol City | E Notts County<br>Crystal Palace | J West Brom. A.<br>Blackpool | N Manchester U.<br>Arsenal |
| B Luton Town<br>Nott'm. F. | F Orient<br>Sunderland | K Birmingham C.<br>Manchester C. | O Stoke City<br>Liverpool |
| C Middlesbrough<br>Portsmouth | G Oxford Utd.<br>Hull City | L Burnley<br>Sheffield Utd. | P Southend Utd.<br>Blackburn R. |
| D Millwall<br>Fulham | H Sheffield W.<br>Swindon T. | M Everton<br>Leeds Utd. | Q Liverpool Res.<br>North End Res. |

## DEEPDALE DIARY

Saturday, January 26th — CENTRAL LEAGUE — Kick-off 2-0 p.m.
**Preston North End Reserves v. Sheffield Wednesday Reserves**

Saturday, February 2nd — CENTRAL LEAGUE — Kick-off 2-0 p.m.
**Preston North End Reserves v. Leeds United Reserves**

Saturday, February 9th — DIVISION TWO — Kick-off 2-0 p.m.
**PRESTON NORTH END v. NOTTINGHAM FOREST**

Printed by Mather Bros (Printers) Ltd Preston and London